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On IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Scott Malcolm Caplan, et al.

Confirmation No.: 9741

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Examiner: Boyce, Andre D. Filed : October 29, 2003

: METHOD AND APPARATUS FOR CREATING AND EVALUATING Title

STRATEGIES

Mail Stop AF

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

REPLY

This reply is responsive to the Final Office Action mailed June 14, 2011. Allowance is requested in view of the following amendments and remarks.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 18 of this paper.

CERTIFICATE OF ELECTRONIC TRANSMISSION

I hereby certify that this correspondence is being electronically transmitted to the Patent and Trademark Office on the date indicated below in accordance with 37 CFR 1.8(a)(1)(i)(C).

September 6, 2011 Date of Transp

Signature

Teri Barnett

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